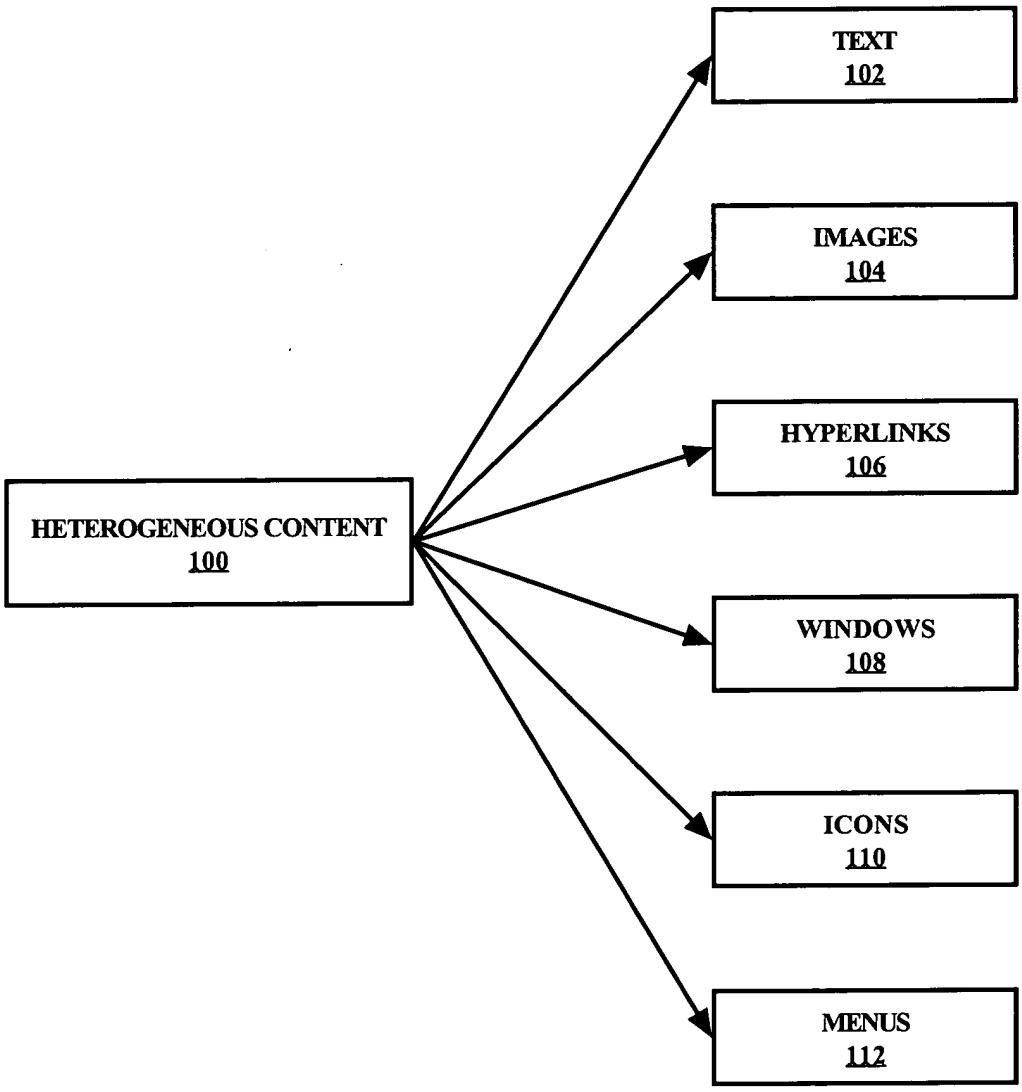
HETEROGENEOUS CONTENT
100
TEXT
102
IMAGES
104
HYPERLINKS
106
WINDOWS
108
ICONS
110
MENUS
112

FIGURE 1

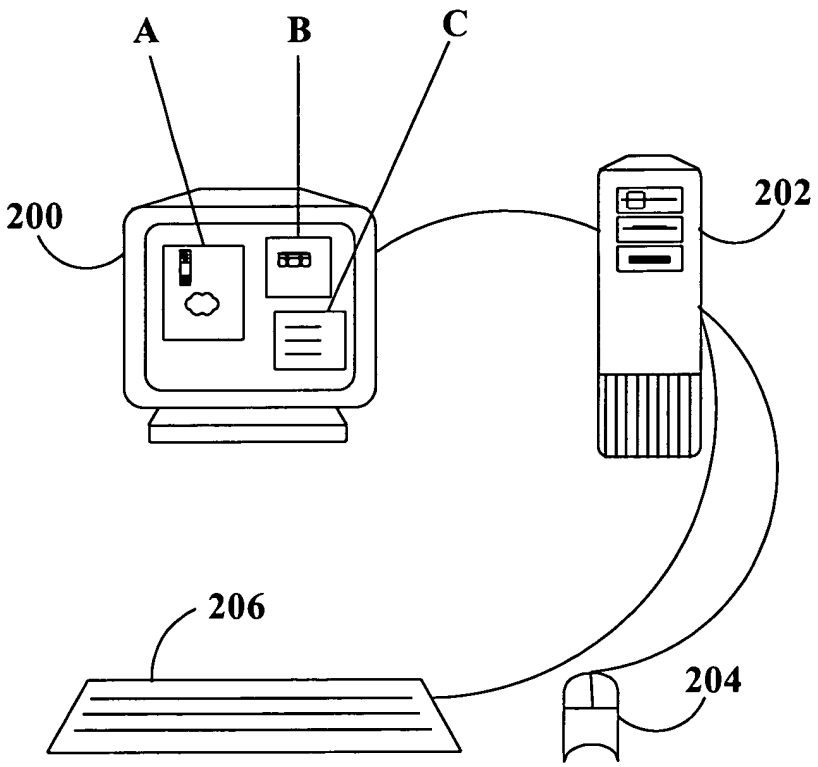

FIGURE 2

006280 8096h960

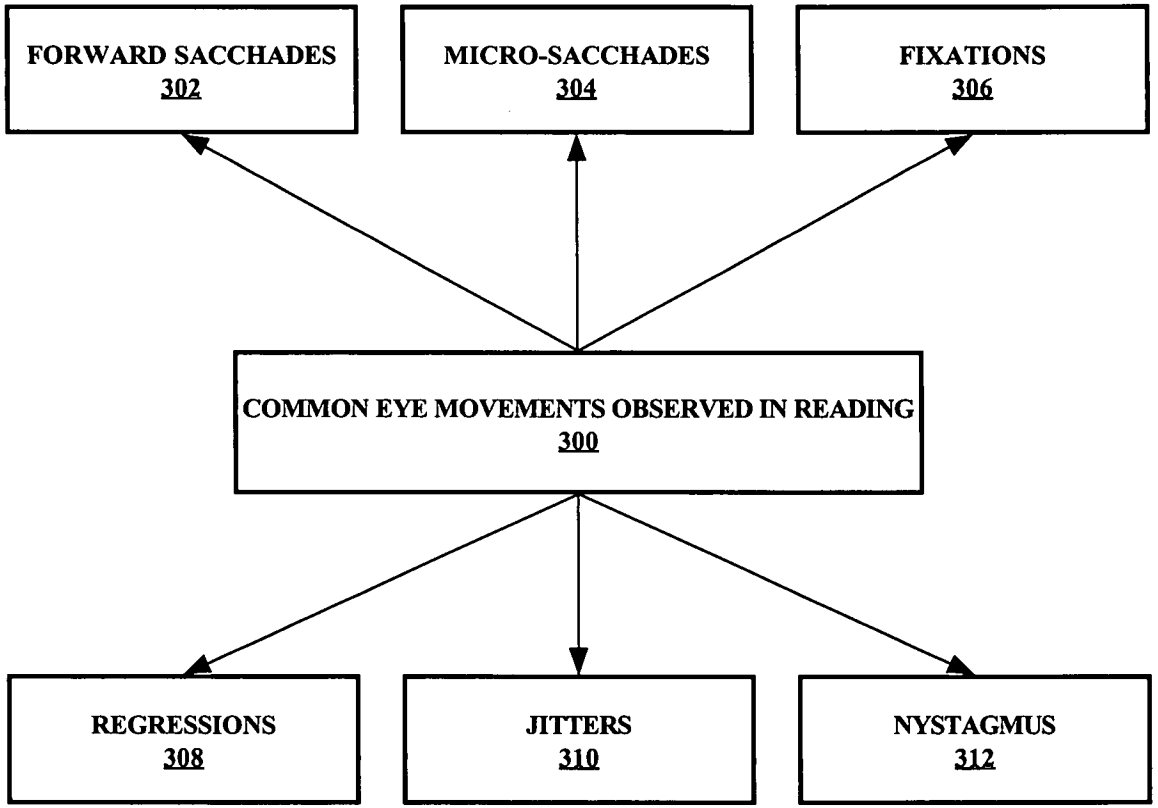

FIGURE 3

006280 8096n960

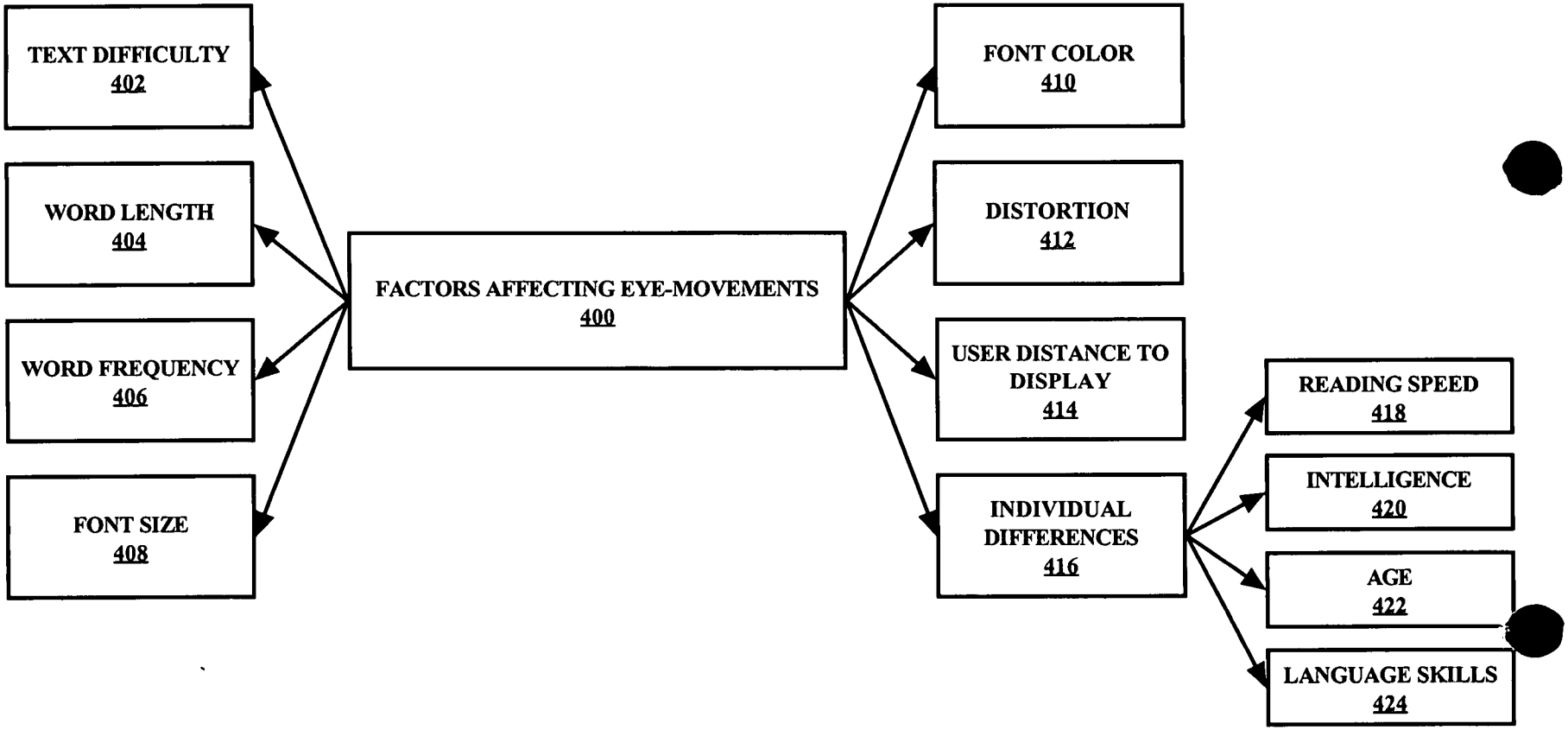

FIGURE 4

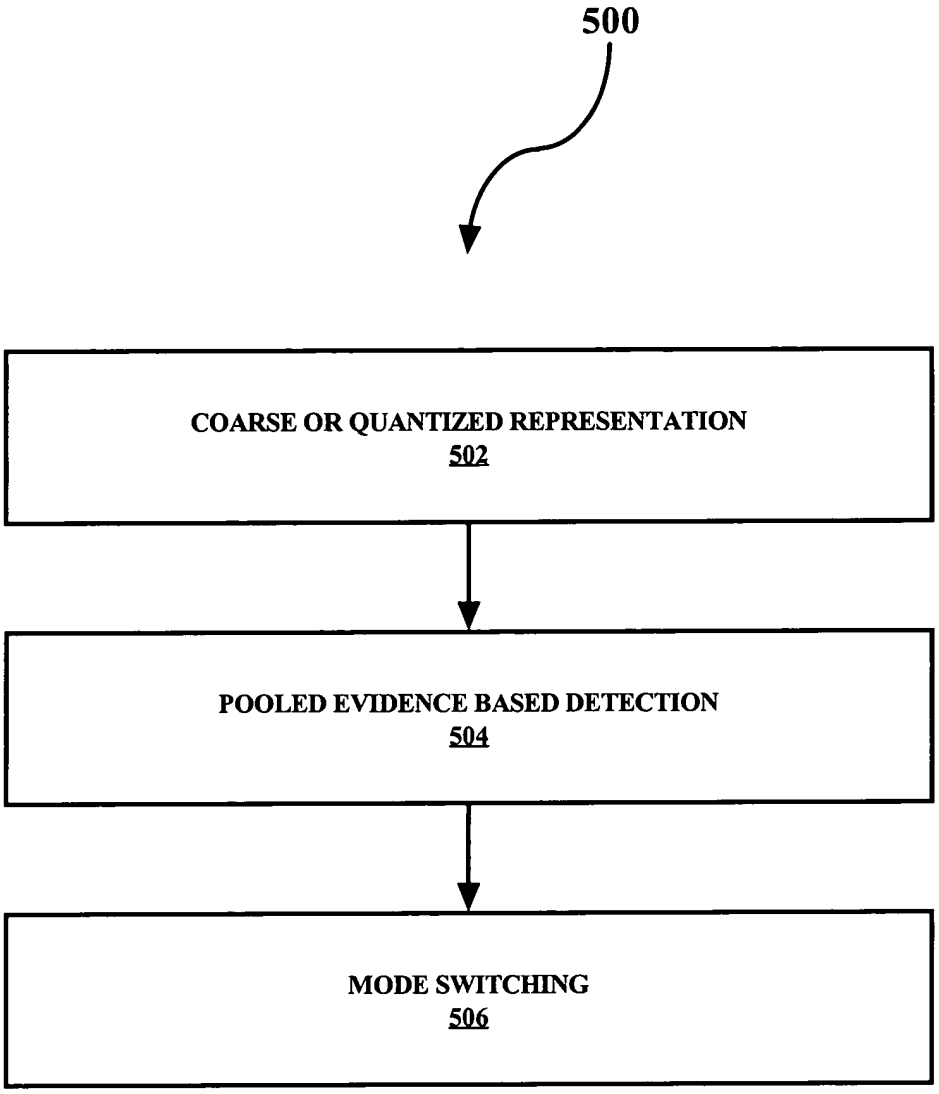
500
COARSE OR QUANTIZED REPRESENTATION
502
POOLED EVIDENCE BASED DETECTION
504
MODE SWITCHING
506

FIGURE 5

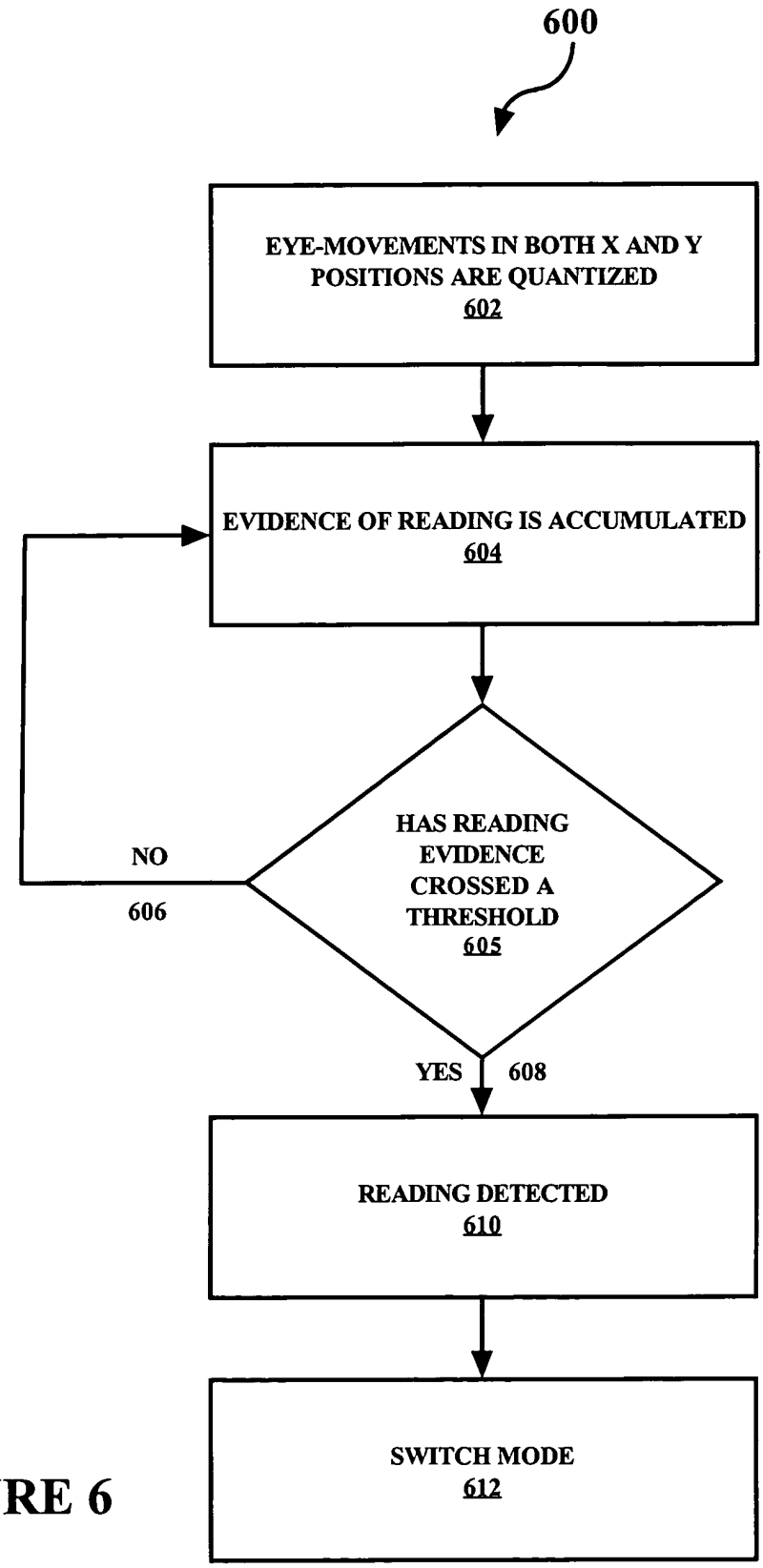
600
EYE-MOVEMENTS IN BOTH X AND Y POSITIONS ARE QUANTIZED
602
EVIDENCE OF READING IS ACCUMULATED
604
HAS READING EVIDENCE CROSSED A THRESHOLD
605
NO
606
YES
608
READING DETECTED
610
SWITCH MODE
612

FIGURE 6

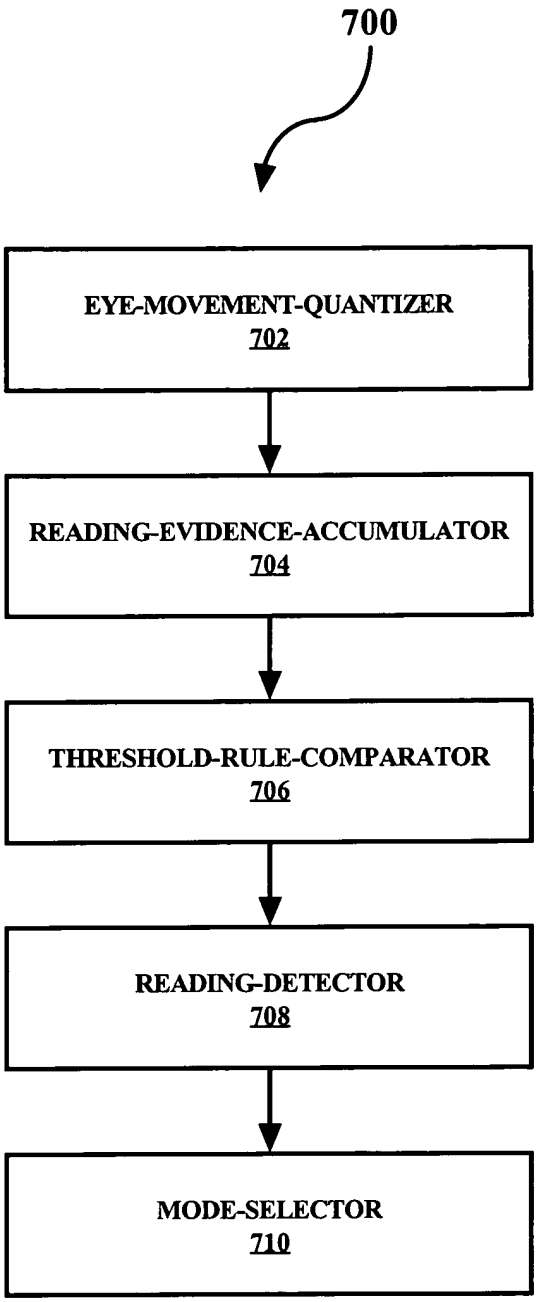
700
EYE-MOVEMENT-QUANTIZER
702
READING-EVIDENCE-ACCUMULATOR
704
THRESHOLD-RULE-COMPARATOR
706
READING-DETECTOR
708
MODE-SELECTOR
710

FIGURE 7

006280 8096n960

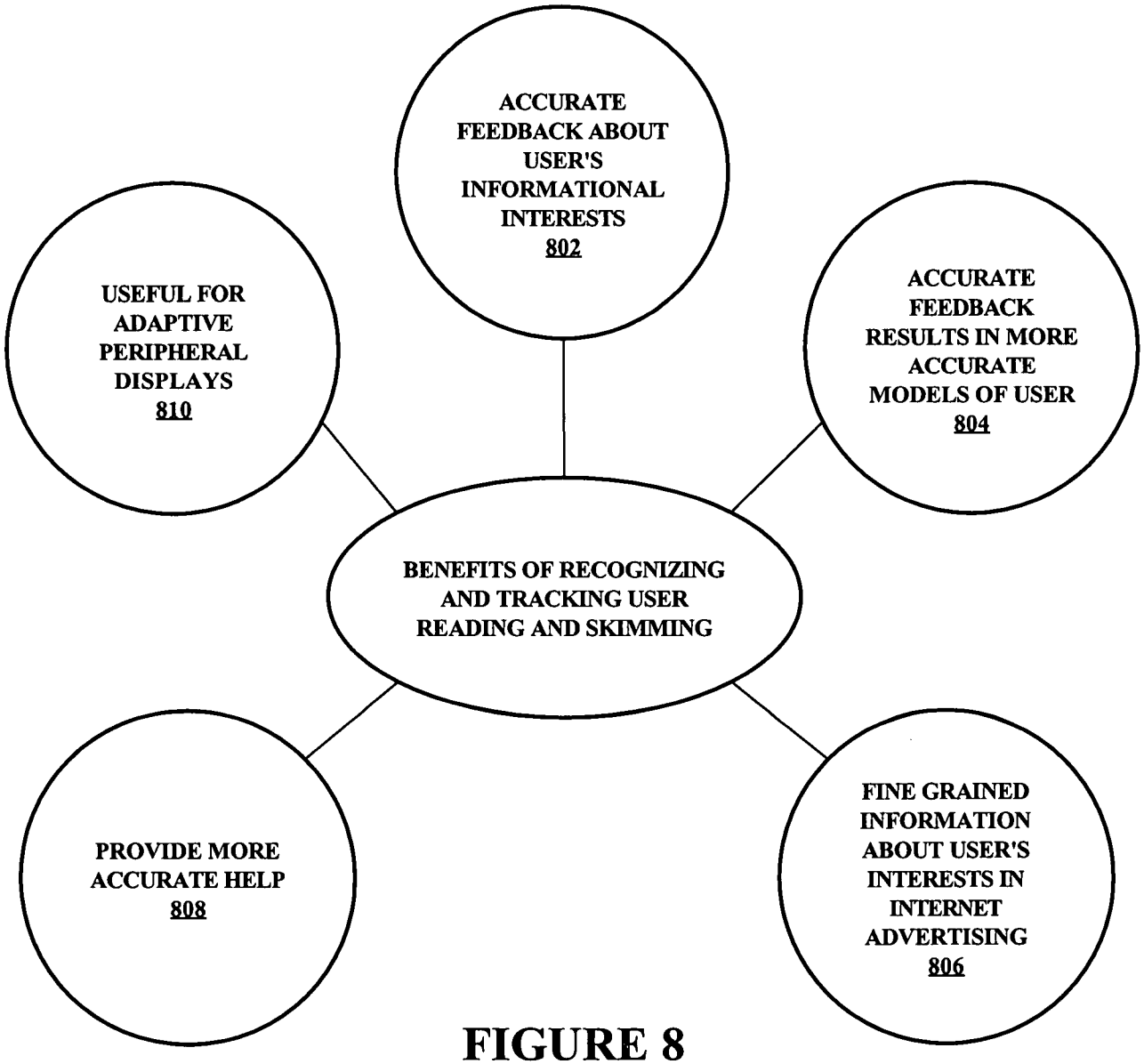

FIGURE 8

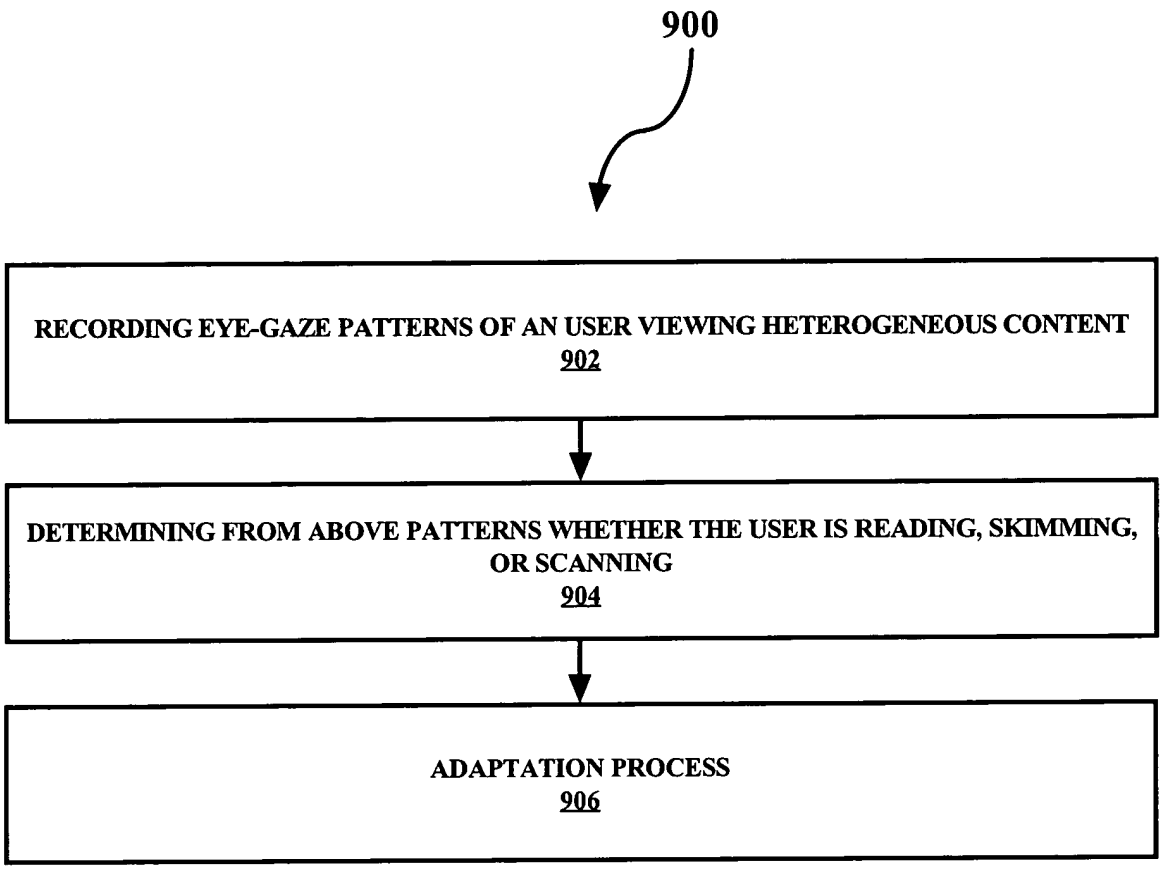
900
RECORDING EYE-GAZE PATTERNS OF AN USER VIEWING HETEROGENEOUS CONTENT
902
DETERMINING FROM ABOVE PATTERNS WHETHER THE USER IS READING, SKIMMING, OR SCANNING
904
ADAPTATION PROCESS
906

FIGURE 9

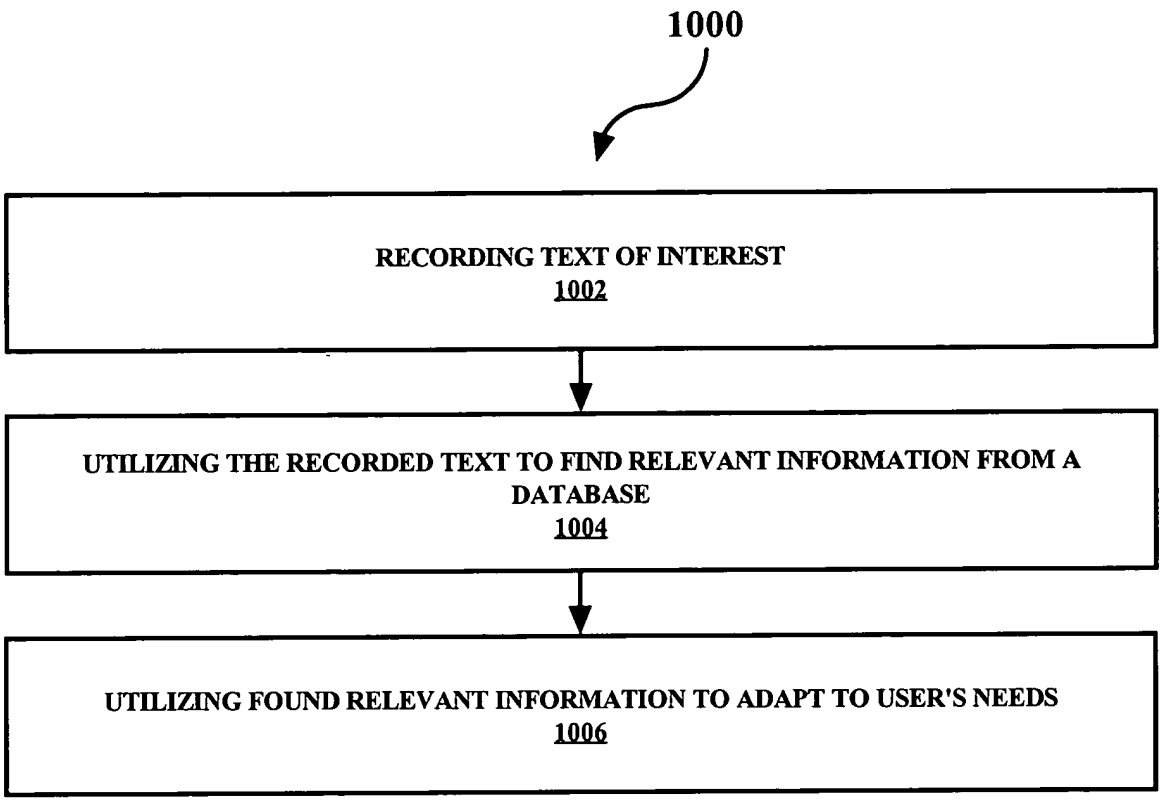

FIGURE 10

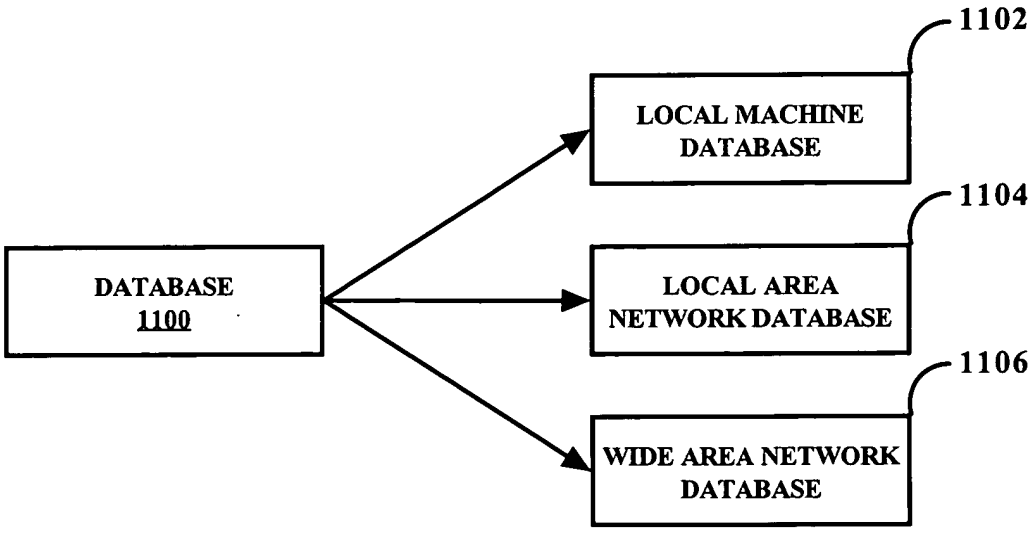

FIGURE 11

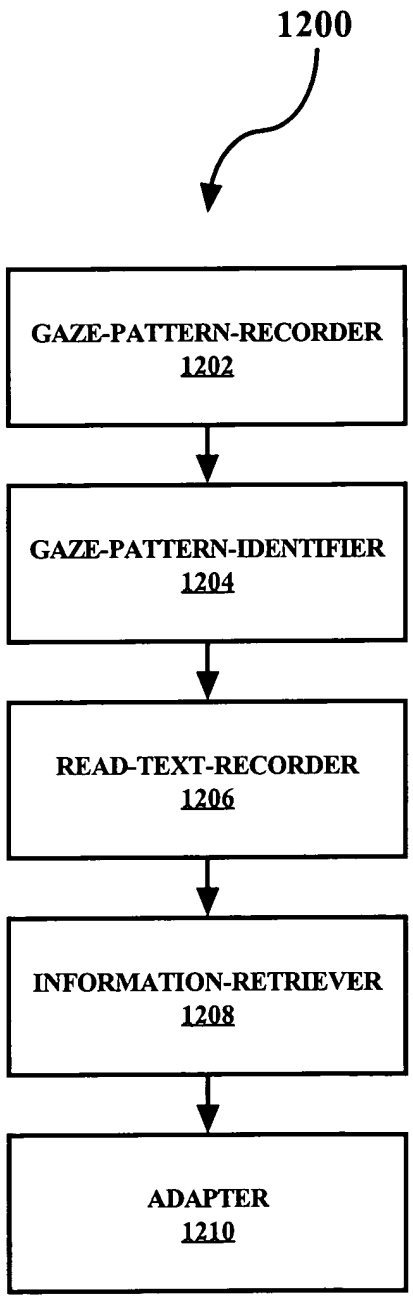
1200
GAZE-PATTERN-RECORDER
1202
GAZE-PATTERN-IDENTIFIER
1204
READ-TEXT-RECORDER
1206
INFORMATION-RETRIEVER
1208
ADAPTER
1210

FIGURE 12

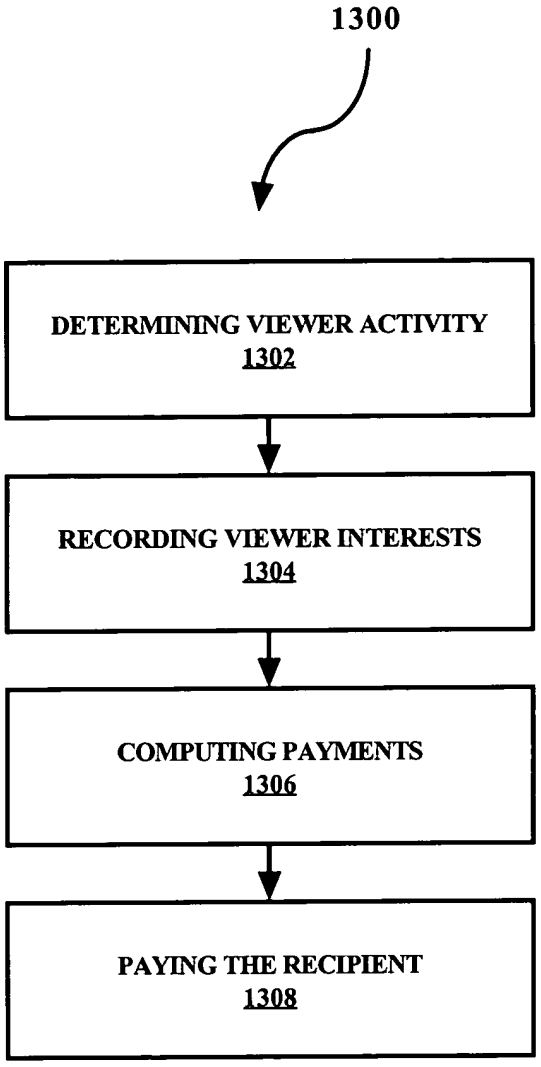
1300
DETERMINING VIEWER ACTIVITY
1302
RECORDING VIEWER INTERESTS
1304
COMPUTING PAYMENTS
1306
PAYING THE RECIPIENT
1308

FIGURE 13